

DIME NOVEL ROUND-UP

A magazine devoted to the collecting, preservation and literature of the old-time dime and nickel novels, libraries and popular story papers

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Whole No. 527

The Lovell Complex

By Denis R. Rogers



DIME NOVEL SKETCHES NO. 199

BRADY'S PEOPLE'S NOVELETTES

Publisher: Frederic A. Brady, 22 Ann St., New York, N. Y. Issues: 24 (highest number seen advertised). Dates: Early 1860's. Schedule of Issue: Unknown. Size: 9 5/8 x 6". Pages: 100. Price: 25c. Illustrations: Colored cover (same design used for the series). Contents: See list of titles elsewhere in this issue of the Roundup.

The Lovell Complex

By Denis R. Rogers

Strictly speaking, this article should be entitled The Munsey-Lovell Complex, in that two of the ten tales by Edward S. Ellis, which it covers, were first published in book form in Munsey's Popular Series for Boys and Girls.

The book publication history of the ten tales falls into two distinct periods. The first period, to which this article is devoted in the main, covers the editions up to and including those issued by the American Publishers Corporation.

The second period covers the editions published by Street & Smith and other publishers subsequent to the turn of the century. Those editions were discussed in some measure in the article, "The Boys' Own Library," which was published in "The Dime Novel Round-Up" for June 15, 1970 (Vol. 39 No. 6: Whole No. 453). In this article, therefore, readers will find some duplication of information provided in June 1970, but also much data that is new, including particulars of the editions published by the H. M. Caldwell Company of Boston and of the Street & Smith paperback editions.

Frank Andrew Munsey (1854-1925) is best known as a publisher of periodicals and a ruthless newspaper tycoon. An excellent partial bibliographical listing of "The Golden Argosy" (later "The Argosy")—the story paper on which Munsey's fortune was founded—was published by our editor in March 1962 (Bibliographical Listing of Golden Argosy and Boys' World compiled by Stanley A. Pachon : Bibliographical Listing No. 3 : Edward T. LeBlanc, Fall River, Mass.)

Readers can find out more about Munsey himself in "Forty Years—Forty Millions. The Career of Frank A. Munsey (Farrar & Rinehart Inc., New York : c.1935), a somewhat pallid biography by George Britt.

Munsey's Popular Series (Frank A. Munsey & Co., 155 E. 23rd Street, New York) was an attractive paperback series printed on good rag paper and cased in a heavy, deep orange colored wrapper. The main feature of the front cover format is a picture of a viking ship, which covers the top two inches of the cover. The series title is superimposed across this picture in two lines. The issue number and the price are at the top left and right respectively. Immediately below the masthead there is a 4/10" wide, thin line bordered band across the front cover containing the copyright data (on the left), the month and year of publication (in the middle) and the subscription price (on the right). The remaining 4 1/10" of the cover contains the title, the author's name and the publisher's name. A reproduction of a Munsey's Popular Series wrapper is to be found on the front cover of the issue of "The Dime Novel Round-Up" for April 15, 1954 (Vol. 22 No. 4 : Whole No. 259).

There were 22 issues in all, of which the following were by Lieut. R. H. Jayne, perhaps the best known of all the many pen names used by Edward S. Ellis:—

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Published six times per year at 821 Vermont St., Lawrence, Kansas 66044.
Edward T. LeBlanc, editor, 87 School St., Fall River, Mass. 02720. Second class postage paid at Lawrence, Kans. 66044. Assistant Editor, Ralph F. Cummings, 161 Pleasant St., South Grafton, Mass. 01560. Subscription: \$5.00 per year. Ad rates—10c per word; \$2.00 per column inch; \$4.00 per quarter page; \$6.00 per half page and \$10.00 per full page.

Postmaster: Send form 3579 to 821 Vermont St., Lawrence, Kans. 66044

Perils of the Jungle (No. 16 : November 1888).

The hunting adventures of two American cousins and an Irish youth in the Orange River area of South Africa. Their encounters with man and beast are enlivened by one cousin's use of a coat of mail with over a dozen metal spikes protruding at strategic points. This story first appeared as a serial in "The Golden Argosy" in 1886.

The Land of Mystery (No. 22 : May 1889).

Relates an exploring trip up the Xingu River near the tableland of Matto Grosso in Brazil. After a number of unpleasant brushes with natives, incited by two white convicts, priceless diamonds are brought back to civilization and the hero also brings out a native bride. No earlier serialization of this tale has been found.

John W. Lovell was the son of a Canadian publisher, in whose business he was trained, subsequently managing a printing shop for his father just across the border in the U.S.A., and then setting up as a publisher on his own account in New York in 1875. There he became one of the best known of the many publishers of cheap books in the period prior to the passage of the International Copyright Act in March 1891.

In the spring of 1889 John W. Lovell announced a plan for a "book trust" aimed at removing uneconomic competition by stabilizing prices. This led to the creation of the United States Book Company in June 1890, which claimed to control over half the yearly output of cloth bound books handled by the trade and over three-quarters of the paper covered books.

The history of that ill fated venture is outside the scope of this article, but I can recommend wholeheartedly "Cheap Book Publication in the United States, 1870 to 1891" by Raymond Howard Shove, A.M. (University of Illinois Library, Urbana : 1937) for those fortunate enough to be able to get a sight of that Masters Degree thesis. It is a brilliantly succinct and fascinating study of the publishing jungle that developed in those two decades as a result of the demands of a rapidly developing nation for cheap literature.

The reader will also find an interesting study of John W. Lovell in "Imprints on History : Book Publishers and American Frontiers" by Madeleine B. Stern (Indiana University Press, Bloomington : 1956 : Part 2 : Frontiers of the Mind : Chapter XVI : The Advancement of Labor and Women's Rights : John W. Lovell : His Social Conscience).

So far as this publication pattern is concerned suffice it to say that Munsey's Popular Series was replaced by the Leather Clad Tales of Adventure and Romance, which first bore the imprint of Frank F. Lovell & Company, 150 Worth Street, Corner Mission Place, New York, then that of the John W. Lovell Company, 142 and 144 Worth Street, New York (Frank was John's brother), and eventually that of the United States Book Company.

The Leather Clad Tales had a striking heavy brown paper wrapper simulating leather in appearance. The number of the issue is at the top left and the price (25c as for Munsey's Popular Series) at the top right. Immediately below comes the series title in two lines over a roughly circular double line bordered picture of a young lady, riding a pony sidesaddle, and a hunter on horseback, who is pointing to a range of hills in the background with his outstretched left arm. The circumference of the circle is festooned with floral decorations at the top of the cover and has the head of an axe at the top right extending above the frame, with the haft emerging below the floral decorations at the bottom left of the cover. The title and author's name appear at the bottom left of the cover. The title and author's name appear at the bottom right of the cover below the date of publication and above the publisher's

name.

Nos. 1 (7 December 1889) and 5 (4 January 1890) of the *Leather Clad Tales* were "The Land of Mystery" and "Perils of the Jungle" respectively. Two other Ellis tales first appeared in book form in the *Leather Clad Tales*, namely:—

Arthur Helmuth (No. 33 : 19 July 1890).

The young hero runs to earth the thieves of a miser's bonds, thereby saving his (the hero's) widowed mother from losing her home. An escaped performing bear provides a subsidiary plot. The story first appeared as a serial in "The Argosy" in 1889 with the title, "Arthur Helmuth of the H. & N. C. Railway."

Check 2134 (No. 42 : 20 September 1890).

A companion story to "Arthur Helmuth" in which the hero, with the help of a telegraph operator, helps to apprehend bank robbers. This story had appeared as a serial in "The Argosy" in late 1889 and early 1890.

Nos. 1 and 5 were issued under the imprint of Frank F. Lovell & Company and Nos. 33 and 42 under the imprint of The United States Book Company. The first 22 issues of the *Leather Clad Tales* were re-issues, with the new series wrapper added over the original Munsey's Popular Series cover. The issue sequence differed, however, being (Munsey's Popular Series numbering shown in parenthesis) 1 (22), 2 (20), 3 (18), 4 (15), 5 (16), 6 (14), 7, (19), 8 (21), 9 (9), 10 (11), 11 (13), 12 (12), 13 (4), 14 (1), 15 (3), 16 (6), 17 (17), 18 (2), 19 (7), 20 (8), 21 (10), 22 (5),

According to our editor the *Leather Clad Tales* ran to at least 61 issues, but the title of only one of the issues from 43 onwards (that of No. 57) is known at present. Issue was weekly, making the "publication date" of No. 61, 31 January 1891.

By the insertion of a regular publication date and series numbers paperback books qualified for a special second class matter postal rate for many years. The concession helped the publishers of paperback books and was fiercely resented by their rivals in the cloth bound books side of the business. Unhappily for the paperback book publisher the definition of second class postal matter was not enshrined in law and so a change of Postmaster General became a matter of considerable interest to the publishing trade. A fascinating article on this subject, "Barred by the Post Office" by Ralph P. Smith was published in "The Dime Novel Round-Up" many years ago (Volume 13 : No. 145 : October 1944).

In 1889 Frank F. Lovell & Company had published cloth bound editions of "The Land of Mystery" and two other Lieut. R. H. Jayne stories at \$1.00 per volume, namely:—

On the Trail of Geronimo (Wild Adventure Series No. 1).

A young lieutenant recently graduated from West Point, has a series of exciting adventures in the pursuit of Geronimo in Arizona. This story first appeared as a serial, under the title, "In the Apache Country," in "The Argosy" in 1889.

The White Mustang (Wild Adventure Series No. 2).

A companion story to "On the Trail of Geronimo," relating further adventures of the hero and heroine of that tale, this time with Comanches in Texas. This tale first appeared as a serial in "The Argosy" in 1889.

"The Land of Mystery" became No. 3 of the Wild Adventure Series, a common format being used for all three volumes. The front cover has at the top the same circular design found on the front wrapper of the *Leather Clad Tales*. Locking into the lower edge of that circle is an irregular black line

framed rectangle containing the series title in three lines above a profile, facing to the reader's right, of an Indian brave in full headdress. The two pictures are decorated with a canoe, an Indian pipe, a tomahawk, pine branches and pine cones.

The spine has a pine tree branch and cone above the title in black on a 1 3/5" square gold block, with short tassels hanging below the black line base. At the top of the gold block there is a 1/10" thick branch like border. Below the tassels is the author's name : Lieut. R. H. Jayne : in black letters on a 1/5" thick gold background, with a thin line border above and a thick line border below. In the center of the spine there are grouped a lance, an Indian headdress and a pistol. The top of the lance extends up into the gold title block and its haft to just above the publisher's name : F. F. Lovell & Co (in two lines of gold letters) at the base of the spine. The cover cloth is pearl grey in color and the design is in black, with a dense black background above and to the right side of the circular picture.

In 1890 the Frank F. Lovell publications were added to John W. Lovell's "combination," which became The United States Book Company in June of that year. No John W. Lovell catalogue ever found its way into the Publishers' Trade List Annual because of the formation of the ill-fated U. S. Book Company. Happily, however, Mr. Stanley A. Pachon preserved a four page advertisement of the John W. Lovell Company's publications from a disintegrating defective volume many years ago. That advertisement includes four Ellis titles in an alphabetical listing of the Rugby Edition of Books for Boys and Girls (Illustrated : 75c per volume). The four are the three Wild Adventure Series titles (all listed as by plain R. H. Jayne) and "Perils of the Jungle" by Lieut. R. H. Jayne.

No surviving copies of "On the Trail of Geronimo," "The White Mustang" and "The Land of Mystery" have been located in that edition, but it seems likely that a common cover format was used by John W. Lovell for all the volumes.

The format found on copies of "Perils of the Jungle" has a densely patterned embossed front cover, with flowering branches predominant. The most striking feature of the front cover is a 3 2/5" x 1 1/10" gold rectangle with an overall 1/5" thick border of ornamental loops and a further 1/10" thick border of ornamental tree shapes top and bottom. This rectangle, which is in the center of the front cover, contains the title in black letters. The author's name : JAYNE : appears in black letters with balancing ornaments at each end in a band sloping upwards to the reader's right in the bottom quarter of the cover. The spine has the title at the top within a highly ornamented gold block, measuring 1 3/5" x 1 3/10". At the foot of the spine there is a circle, with a double line framed beaded border containing the publisher's name : LOVELL : picked out in the deep blue of the cover cloth.

Apart from the Leather Clad Tales Nos. 33 and 42, one other new Ellis title appeared with the imprint of The United States Book Company. This was:—

Hands Up! or, The Great Bank Burglary by J. G. Bethune (Lovell's Detective Series No. 8) (August 1890).

A detective story centered around a bank robbery and a train hold-up, the action shifting from New York to Texas, Missouri and Arkansas.

Only 8 numbers are known to have been issued in Lovell's Detective Series, which was started in January 1890 and issued monthly thereafter at 25 cents per volume. The first seven issues bore the imprint of the John W. Lovell Company and No. 8 records the United States Book Company on the title page

as successors to the John W. Lovell Company. The wrapper shows the publisher as the John W. Lovell Company alone.

Individual cover formats were used; that on the wrapper of No. 8 depicted a bandit, seated on a prancing horse, apparently on the edge of a cliff. The bandit is clad in western costume with a cowboy hat, wears a mask and is pointing a revolver straight at the reader. The series title and price are at the top of the wrapper, the title above the picture and the publisher's colophon (on the left) and the author's name (on the right) at the foot of the cover.

By 1892 John W. Lovell's ambitious acquisitions had rendered it impracticable for the business of the United States Book Company to be carried on from one location and so several subsidiary companies were formed. The three, with which we are concerned in this survey, are the Hovendon Company at 17 and 19 Waverley Place, New York, the Seaside Publishing Company at 142 and 144 Worth Street, New York and the International Book Company at 310-318 Sixth Avenue, an address used later by The American Publishers Corporation.

The Publishers Trade List Annual for 1892 contained a catalogue of the Hovendon Company with the three Wild Adventure Series volumes featured and a catalogue of the National Book Company at 3, 4, 5 and 6 Mission Place, New York containing "Perils of the Jungle" with the other three volumes in a Rugby Edition of Books for Boys and Girls.

No copies of either a Hovendon Company or a National Book Company edition have come to light and so nothing is known for certain about the cover formats used, although it is tempting to presume that both were inherited from the Lovells.

Nothing has been ascertained about the National Book Company, but it could well be that the firm was yet another of the U. S. Book Company subsidiaries orbiting around John W. Lovell.

Hovendon & Company was described in the "Publishers' Weekly" for 14 May 1892 (No. 1059—Literary & Trade Notes) as successors to the International Book Company. That is odd seeing that there is a catalogue of the International Book Company in the P.T.L.A. for 1894, but none for the Hovendon Company. I can only suggest that the "Publishers' Weekly" was under a misapprehension and that the International Book Company had not ceased to exist, but had merely shed some titles to the Hovendon Company.

The Hovendon Company appears to have continued in existence until the end of the century, for a somewhat disjointed history of the U. S. Navy (with particular emphasis on the careers of its various commanding officers) was published under the imprint of Hovendon and Company, 156 Fifth Avenue, New York in 1899 with a second edition probably a year later.

The two Hovendon editions of "Dewey and Other Naval Commanders" have identical texts and title pages, dated 1899, but different bindings. The first edition has highly ornamental spine and front cover designs, each with the title: United States Naval Commanders : and the whole design in silver.

The second edition has a pictorial design on the front cover and a conventional gold lettered spine. The front cover design depicts two naval gunners aiming at a ship in the background, evidently from the deck of a warship. This picture is framed by a flagpole on the right of the cover, from which a string of flags billows out to provide a rough triangular shape to the frame. The picture is in yellow, red and silver on the dark blue of the cover cloth. The author ascription at the foot of the front cover is in red letters.

The gold lettered title on the spine and front cover of the second edition was given as: Dewey and Other Naval Commanders : to match the title page. The design and the author's name on the front cover are in colors and the other lettering is in gold. The first edition had fourteen striking colored plates, which were not included in the reprint.

The minor name difference between 1892 and 1899 plus the different addresses indicates that Hovendon & Company could have been a new company formed by John Hovendon, about whom a brief note is to be found in the Travellers' Number of the "Publishers' Weekly," dated 29 February 1908 (No. 1883) under the feature, "Snap-Shots of the Men on the Road."

The third of the companies referred to above, namely The Seaside Publishing Company, advertised a paperback Rugby Library edition of "Check 2134" around January 1893 (No. 27). The Rugby Library was a 10 cent weekly series with an attractive uniform wrapper design. This features a frontiersman standing with his back to a tree on the left. He is holding a long barrelled rifle across his body at hip height, with his right hand on the stock and his left hand grasping the barrel, which is pointed straight in front of him. There is a hillock in the background and the tree is surrounded by saplings and brush. At his feet a youth is grasping the side of a canoe, which is resting on a stream. A decorative circle encloses the top of this picture and is cut into by the top of the frame of a title and author block, measuring 3 1/5" x 2", with a black thick line border. The price is at the top left and the series title at the center and right across the circular frame. The publisher's name and address are at the bottom left of the cover.

Only four of the titles making up the Rugby Library are known. On a weekly issue basis No. 27, of which no copy has been located, was issued on 2 November 1892.

In the "Publishers' Weekly" for 23 July 1892 (No. 1069) the Seaside Publishing Company was said to be publishing Lovell's Detective Series, but it is not clear whether "Hands Up!" was ever issued with that firm's imprint.

The P.T.L.A. for 1893 contained a catalogue of Tait, Sons & Company, 31 Union Square North, New York, which included a "Rugby" edition of "Perils of the Jungle" by Lieut. R. H. Jayne and announced "Check 2134" by Edward S. Ellis as in press. In the "Publishers' Weekly" for 21 January 1893 (No. 1095) it was announced that Tait, Sons & Company had purchased the plates of the Rugby Edition from the National Book Company. No surviving copies of Tait, Sons & Company editions have come to light, but the writer has seen a book by another author bearing the firm's imprint (in the collection of Dr. Dizer) that displays a very high standard of book production.

Evidently Tait, Sons & Company was a very short lived publishing venture, for it was announced in the "Publishers' Weekly" for 5 August 1893 (No. 1123) that The Anglo-American Publishing Company and J. Selwyn Tait and Sons had succeeded Tait, Sons & Company. Then in the "Publishers' Weekly" for 11 November 1893 (No. 1137) it was announced that the successors had failed.

The catalogues of The International Book Company in the P.T.L.A.s for 1894 and 1895 included advertisements for Juvenile Sets, amongst which under Jayne, Lieut. R. H., Stories of Adventure, 3 volumes for \$1.00, there were listed "Land of Mystery," "On the Trail of Geronimo" and "The White Mustang." The advertisement in 1895 includes a picture of the eighteen volume set of books by Capt. Mayne Reid. That illustration indicates that the International Book Company may have been offering John W. Lovell Company Rug-

by Library remainders or, at least, hybrids with Rugby Library remainder casings.

It is tempting to assume that the three Jayne titles were also Lovell Rugby Library remainders but, against that theory, must be set the fact that a copy of "The Land of Mystery" has been found, bearing the imprint of the International Book Company, which has a green and black embossed cover reproducing the format used by Frank F. Lovell for the three volume Wild Adventure Series in 1889, except that the word: Wild : is omitted in the rectangle on the front cover.

The International Book Company introduced the St. Nicholas Series for Boys and Girls in 1895, but the six Jayne titles included in the series did not appear until 1896, when they were listed under additions. By that time, however, the International Book Company had been absorbed into the American Publishers Corporation; however, a copy of "On the Trail of Geronimo" in the famous Hess Collection at the University of Minnesota is a hybrid, with the imprint of the International Book Company at the foot of the spine and of the American Publishers Corporation on the title page. That copy indicates that the addition of Jayne titles to the St. Nicholas Series for Boys and Girls was decided upon prior to the creation of the American Publishers Corporation in February 1896.

The other five titles were "The White Mustang," "The Land of Mystery," "Arthur Helmuth," "Check 2134" and "The Golden Rock," of which the last named was a first book edition.

The Golden Rock. The young hero is the sole survivor of an emigrant train destroyed by Indians. He is befriended by a trapper, who takes him beaver trapping in the Black Hills. After finding fold, the youngster is captured by Sioux, but eventually escapes. The action takes place between 1853 and 1857 along the Canadian border as well as in the Black Hills. The story is an abbreviated reprint of a serial, "The Kidnapped Boy; or, The Strange Adventures of Dick Stoddard," which began in "The Young American" and then, when that story paper folded, was transferred to "Frank Leslie's Boys' & Girls' Weekly." The opening incidents of the serial, which tell the story of the escape and recapture of a circus tiger, were omitted from "The Golden Rock" and were used as the opening of "Brave Tom; or, The Battle That Won" (see "A Publication Pattern of Edward S. Ellis" (D.N.R.U. Vol. 41, No. 10, Whole No. 481, October 15, 1972, page 98).

The format used for the St. Nicholas Series for Boys and Girls divides the front cover vertically. On the left half there is a 1 2/5" square at the top and another at the bottom, with the series title in four lines of silver lettering in between. The squares each have a 2/5" thick border of green holly leaves and red berries enclosing a spray of green holly and a single red berry. The right half of the cover is decorated with a pattern of sprays of green holly each with a single red berry. The spine has a sprig of green holly with a red berry at the top above the title in silver lettering. Below is a balancing sprig above a 2/5" band of green holly leaves and red berries. In the middle of the spine is the word: JAYNE : in silver lettering above a balancing band. Below that lower band is yet another balancing sprig above the publisher's name at the foot of the spine in silver lettering.

The American Publishers Corporation came into being in February 1896 as a successor to the bankrupt, United States Book Company. As a result the U. S. Book Company and the International Book Company went out of existence, while the new firm acted merely as selling agent for the Hovendon Company, the National Book Company and the Seaside Publishing Company.

As stated above the catalogue of the new firm, in the P.T.L.A. for 1896, included six Jayne titles. A new Ellis tale was included in the Classified List of Fall Publications—Juvenile Literature (Publishers' Weekly Nos. 1286/1287: 19/26 September 1896 : Page 382) and again in the Books for Young People section of the Christmas Bookshelf issue (Publishers' Weekly No. 1296 : 28 November 1896 : Page 94). This was:—

The Golden Ridge by Capt. R. M. Hawthorne. The adventures of two Kentucky lads, who join in the first attempt to settle in Oklahoma Territory. The story ends with the exploitation of the ridge of the title, a vein of gold, after the opening up of Oklahoma to settlement on 22 April 1889. This is a reprint of an "Argosy" serial (July to October 1889).

Inexplicably "The Golden Ridge" did not appear in the catalogues of the American Publishers Corporation incorporated in the P.T.L.A.s for 1896 and 1897. As no surviving copy has been located, it remains doubtful whether, in fact, the book was ever published. The double mention of "The Golden Ridge" in the "Publishers' Weekly" appears circumstantially adverse to that conclusion, however, and a deal made by the American Publishers Corporation with the H. B. Claffin Company (Publishers' Weekly No. 1312 : 20 March 1897 : Literary and Trade Notes) offers a possible explanation of the mystery. The H. B. Claffin Company was a dry goods house, which opened a book section in January 1897. Under the deal the American Publishers Corporation sold to the H. B. Claffin Company a 25c series of copyrighted novels of 100 selected titles (with illustrated covers) by the best authors, which were previously sold at not less than 50c. My idea is that "The Golden Ridge" may have been amongst the titles sold. Evidently the work had been published too late for inclusion in the 1896 American Publishers Corporation catalogue and, having then been sold to H. B. Claffin, would not have qualified for the 1897 catalogue.

In their 1896 and 1897 catalogues the American Publishers Corporation offered the six Jayne titles as a set in a box, bound in good cloth, with head bands, and stamped in ink and gold from original designs. The illustration in the 1897 catalogue is the 18 volume set of books by Captain Mayne Reid, in what appear to be remainder covers of the John W. Lovell Company's Rugby Edition of Books for Boys and Girls.

In the case of the six Jayne titles, however, I suspect that the cover design found on copies of "The White Mustang" and "The Golden Rock" was a uniform embossed format for all the six titles. On the front cover there is an overall 1/5" double line frame enclosing an overall pattern of tentacles and scrolls, with a double line framed series block, having scalloped corners and measuring 2 x 1 1/2" and containing the words: SELECT LIBRARY FOR BOYS in four lines in the top half of the cover. In the bottom half of the cover there is a 1/5" thick double line framed circle containing a scimitar and helmet. The spine has the title at the top, the author's name: JAYNE : in the center and the publisher's name (in very small letters) at the foot, all the lettering being in gold. The cover cloth is green in both cases. The Select Library for Boys was not mentioned in either the 1896 or 1897 catalogues of the American Publishers Corporation.

The 1897 catalogues of the American Publishers Corporation replaced the St. Nicholas Series for Boys and Girls with a less expensive St. Nicholas Series and introduced a new series, the Berkeley Series of Books for Boys. The six Jayne tales appeared in both series although, in the Berkeley Series, the by-line used for "Arthur Helmuth" and "Check 2134" was E. S. Ellis on the title page and Jayne on the spine.

The St. Nicholas Series has the design, mostly in black on the cover cloth.

On the front cover there is a $1\frac{1}{10}$ " thick double line border, the outer being thicker than the inner line. The picture has a castle in the right background with clouds overall. In the foreground a girl in medieval garb (hip length jumper, tights, sandals and a bathing cap style head covering) is leaning on what appears to be a heavy tubular iron fence, while gazing at the castle with her left hand under her chin. She is standing on broken stones, from which prodigious weeds rise to envelop the fence. Superimposed on the sky are the words : ST. NICHOLAS SERIES : in two lines of colored letters. The girl's tights and head covering are in the same color. The same girl is pictured in the center of the spine, where she is holding in her left hand what looks like a circus ringmaster's staff. The title and the author's name : JAYNE : separated by a short ornamental line, appear at the top of the spine and the publisher's name in three lines, all in black, at the foot. A copy of "The Golden Rock" in the Pachon collection has a blue cover cloth and red lettering and a copy of "The White Mustang" in the Rogers collection has a carmine red cover cloth and yellow lettering.

The front cover of the Berkeley Series has a thin black line frame, measuring $4\frac{1}{4}$ " x $7\frac{1}{5}$ ", within which the cover is divided by two vertical and two horizontal black line framed $\frac{1}{10}$ " deep green bands. These bands are $1\frac{1}{5}$ " from the sides and the top and bottom of the frame. At the four intersections of the bands ornaments in gold and black are superimposed. The ornament at the top left is an African shield, depicting a head and shoulders, mounted on a crossed club and spear. The ornament at the top right is a buffalo's head mounted on crossed rifles and a sword. The ornament at the bottom left is a football mounted on a crossed tennis racket and baseball bat and an oar. The ornament at the bottom right is an anchor bound to crossed clubs. The rectangle created by intersection of the bands, measuring $1\frac{4}{5}$ " x $4\frac{3}{5}$ ", has the series in two lines of black letters : BERKELEY SERIES : on the plain cover cloth. The remainder of the border has a dense pattern of green leaves, which is extended to cover most of the spine. The spine has a black line framed $\frac{1}{10}$ " dark green band at the top and at the foot. $\frac{3}{4}$ " below the top band there is a $\frac{1}{10}$ " thick gold band consisting of dots and dashes sandwiched between gold rules. The $1\frac{1}{5}$ " below that band are filled by the title and author's name : JAYNE : separated by a short rule, all in gold. Then there is a balancing $\frac{1}{10}$ " thick gold band. In the center of the spine there is a gold and black ornament, consisting of a spear and ringmaster's whip crossed and tied to a telescope, from which hangs a powderhorn. At the foot of the spine the publisher's name appears in gold letters within an overall gold line border, measuring 1 " x $\frac{2}{5}$ ". Berkeley Series editions have been found bound in both scarlet and dark green cloths.

The bankruptcy of the American Publishers Corporation marked the final curtain for John W. Lovell's dream of a fiction counterpart to the merger of school text book publishers, The American Book Company, which had removed uneconomic competition in the field of educational publications. It also marks the end of the first of the two distinct periods referred to at the beginning of this article.

Before passing on to the second period, however, a few comments about the editions issued during the first period seem worth making. From the point of view of acquisition these editions form a really rare segment for a collector. Munsey's Popular Series for Boys and Girls and the Leather Clad Tales of Adventure and Romance have been eagerly sought for as long as I can remember; that is partly due to the attractiveness of their formats, especially that of the Leather Clad Tales, and partly due to the importance of some

numbers as first book editions of Horatio Alger as well as of Edward S. Ellis tales.

Of the cloth bound editions, in all my years of research, I have located no copies of National Book Company, Hovendon Company and Tait, Sons & Company editions. I suspect that the Hovendon Company and the National Book Company may have done no more than sell remainder stocks of Frank F. Lovell (by Hovendon) and John W. Lovell (by National Book) editions.

You will have noted, I am sure, than an 18 volume set of tales by Capt. Mayne Reid, with the original John W. Lovell "Rugby" format, was used as an illustration of Juvenile Sets by both the International Book Company and the American Publishers Corporation. Those illustrations strike me as highlighting a confused state of affairs arising after the collapse of John W. Lovell's over ambitious attempts at founding a book publishing empire with stable prices. My theory is that remainder stocks of slow selling titles were probably cleared as originally published in John W. Lovell's Rugby Library for Boys and girls, while better selling titles, of which little or no stocks remained unsold, were issued in other cover designs. In support of that idea it can be advanced that Mayne Reid (1818-1883) was already well past the peak of his popularity by the 1890s, whereas Edward S. Ellis was still in his heyday. A desire to shift slow moving stock or the large number of volumes in the Mayne Reid set may well have dictated the use of that set for catalogue illustration purposes.

So far as Tait Sons & Company are concerned it could well have been that "Check 2134" was not in fact published, although described as "In Press" in the firm's catalogue, since bankruptcy ensued within a very short time.

Some idea of the scarcity of the other editions described above can be gauged from the fact that, in nearly 25 years of building up a reference collection of different editions of books by Edward S. Ellis for descriptive purposes, I have never seen an International Book Company edition or a copy of either the St. Nicholas Series for Boys and Girls or the Select Library for Boys edition published by the American Publishers Corporation. For the format descriptions given in this article of those editions I am indebted to Mr. Stanley A. Pachon, one of the doyens of the Happy Hours Brotherhood, who was collecting years before I began to research the works of Edward S. Ellis.

Early in 1900 (Publishers Weekly No. 1462 : 3 February 1900) Street & Smith, who need no introduction to "Round-Up" readers, advertised that they had purchased a portion of the lists of the American Publishers Corporation and the Cassell Publishing Company. We are not concerned with the Cassell Publishing Company in this article, because none of that firm's Ellis titles was acquired by Street & Smith. The six Ellis tales published by the American Publishers Corporation were acquired, however, as were the rights in "Perils of the Jungle" and "Hands Up!" which, apparently, were never published by either the International Book Company or the American Publishers Corporation.

The year 1901 marked the entry of Street & Smith into the cloth bound field with the creation of the Boys' Own Library—100 copyrighted titles by Ellis, Alger, Otis, Stables, Converse, Kingston, Graydon, Fenn, etc., in fifteen different cover designs (Publishers Weekly No. 1548 : 28 September 1901 : Literary and Trade Notes) rising quickly to 20 designs to facilitate sales in sets as well as singly (Publishers Weekly No. 1553 : 2 November 1901 : Literary and Trade Notes).

The cover design devoted to books by Edward S. Ellis depicted a cowboy, with hands on hips and head and shoulders silhouetted against a horizontal

rectangle, measuring 4" x 1" and with a thick black line border, containing buildings or ruins in the background against a gold sky and buff colored sand in the foreground. The title is at the top of the cover, with the author's name at the bottom right, all the lettering being in white. The spine is plain except for the title at the top, the author's surname one third of the way down and the publisher's name at the foot. Early editions had the spine lettering in gold and later editions used white lettering instead.

Street & Smith also published the seven titles in the Medal Library, one of the best known of the firm's many paperback series. Some titles were reprinted first in the Medal Library and other first in the Boys' Own Library, but Edward S. Ellis was used as the by-line in all the editions. The Medal Library editions had individual multicolored front cover designs and a "publication date" on the back of the wrapper at the top to comply with the regulations governing special printed matter postal rates, whereas the clothbound Boys' Own Library volumes were undated. In the list below the year of first publication of the Boys' Own Library edition is shown after the date shown on the paperback edition, both dates in parenthesis. In those instances where the title was varied the revised Medal Library title is also given.

Check 2134 (Medal Library No. 41 : 23 December 1899 (1901).

The picture on the front of the Medal Library wrapper shows a young man lolling in an armchair, with his feet resting on his desk. He is gazing, startled, at a bearded man, wearing a broad brimmed hat and overcoat, clutching papers in his left hand and stretching his right arm threateningly towards the young man over a wooden counter.

Arthur Helmuth of the H. & N. C. Railway (Medal Library No. 81 :

29 September 1900) (1901).

The picture on the front of the Medal Library wrapper shows a man wearing a check cap, a red neckerchief and brown coat and trousers. He is kneeling amidst boulders and holding a dark green bag, apparently full of money.

The Land of Mystery; or, Wild Adventures in South America

(Medal Library No. 179 : 8 November 1902) (1902).

The picture on the front of the Medal Library wrapper shows a canoe with a sail, full of natives and white men, progressing up a tropical river away from the reader.

The Golden Rock; or, Through the Sioux Country

(Medal Library No. 174 : 4 October 1902 (1902).

The picture on the front of the Medal Library wrapper shows a young man in cowboy clothes and a tall trapper in frontier garb, the latter holding a rifle, arguing by a river in a mountain setting.

Perils of the Jungle. A Tale of Adventure in the Dark Continent.

(Medal Library No. 77 : 1 September 1900) (1902).

The picture on the front of the Medal Library wrapper shows a hunter lying in tall grass in the foreground and firing his rifle at a large rhinoceros in the center, with another hunter, in the background, on horseback, gazing at the charging beast.

On the Trail of Geronimo; or, In the Apache Country

(Medal Library No. 186 : 27 December 1902) (1902).

The picture on the front of the Medal Library wrapper shows a frontiersman, wearing a cowboy hat and sporting a moustache, lying on his front and gazing over a mountain ledge at a young man closely hugging a narrow ledge below.

The White Mustang. A Tale of Adventure

(Medal Library No. 194 : 21 February 1903) (1902).

The picture on the front of the Medal Library wrapper shows a young lady on a white horse, which is shying away from an Indian lying on the ground who has evidently lost his grip on the reins.

The tenth and final Ellis work proper to this complex was introduced by Street & Smith in both the Medal Library and the Boys' Own Library. It was a straightforward biography of President McKinley, which first appeared as a serial in the "Half-Holiday" (Howard Ainslee & Company, New York) beginning in Volume I No. 18 on 4 June 1898 and remaining uncompleted when the periodical ceased publication with Volume I No. 28 on 13 August 1898. Howard Ainslee & Company was a subsidiary of Street & Smith, but a suggestion that the serialization was completed in another of the firm's publications has been checked out and appears to be without foundation.

It is reasonably certain, therefore, that the Medal Library No. 11 was the first complete edition. A year later the biography was re-issued in the 25c paperback Undine Library, with a changed title,

From Tent to White House; or, How a Poor Boy became President
(Medal Library No. 11 : 27 May 1899) (1901).

The front wrapper of the Medal Library edition has two pictures within an overall frame. One picture shows a sentinel standing guard outside a tent. The other picture shows a cowboy reading a book with tents, buildings and trees in the background.

The Life of William McKinley, The Twenty-Fourth President of the United States (Undine Library No. 9 : 1 June 1900).

The front cover of the Undine Library wrapper has a portrait in dark blue and gray, measuring 3" x 4 1/5", which appears to be a photographic likeness of the President. The portrait is framed by a 2/5" thick border of thin blue lines and that frame is separated from the portrait by a thin white line.

The assassination of President McKinley in September 1901 led to an expansion of the text, with which was coupled a partial rewrite of, as well as consequential changes in the existing text, the overall effect being to increase the pagination from 195 pages to 243 pages.

It seems likely that the Boys' Own Library edition, which has only been found with 243 pages, was first published after the murder of the President. The copy of the Undine Library edition in my own reference collection has 243 pages, but is still dated 1 June 1900 at the top of the back of the wrapper. This is proof that Street & Smith continued to use the original wrapper after the assassination. A Medal Library edition with "The Life of William McKinley, The Twenty-Fourth President of the United States" on its title page in the Library of the Western Reserve Historical Society, Cleveland, Ohio was almost certainly an Undine Library remainder text that had been re-wrapped. It does not prove, therefore, that Medal Library editions offered after September 1901 all had 253 pages. While I think it likely that Street & Smith continued to print the original "publication" date on the backs of the wrappers of all editions for reduced postal rate qualification purposes, it seems unlikely to me that they would have been so careless as to keep offering the original text for Medal Library reprints. Indeed I believe that the same typesetting would have been used by Street & Smith for all post assassination editions, whether cloth bound or paperback. The discovery of a Medal Library edition of "From Tent to White House" with 243 pages would remove all doubts.

"Hands Up!" was reprinted by Street & Smith in another of their many paperback series, the Magnet Detective Library, as No. 183, dated 27 February 1901. The cover design, which may have been common to all the issues in the

series, has a profile in black of a man, facing to the reader's left, wearing an overcoat, a hat and gloves and holding a revolver in his right hand, against a white background. This unattractive design is framed by a sealed off magnet, the top half of which has the series title in black letters on a red background. The lower half of the magnet, including the sealing bar, is decorated by thin grey and white lines. Overall the magnet frame has black line edges: it is thick. The number and price are in heavy black letters and figures above a thick black line at the top of the dull grey front wrapper. The author's name, misprinted J. H. BETHUNE, is immediately below the sealing bar and is separated by another thick black line from the publisher's name at the foot of the cover. The date required to qualify the publication for the second class matter postal rate is at the top of the back of the wrapper.

I think I should mention that Street & Smith published six other Ellis tales in the Medal Library, four of which (reprints of early Beadle's Dime Novels under changed titles) were reprinted yet again by Street & Smith as late as 1929 in the paper back Round the World Library. Of course that is outside the scope of this article, so I will return to the story of the Boys' Own Library.

After an initial success that led to an enlargement and elaboration of their cloth bound book department (Publishers Weekly No. 1566 : 1 February 1902 : Literary and Trade Notes) Street & Smith appear to have become disenchanted with cloth bound book publishing. In 1904 it was announced that the Federal Book Company of New York had secured the publication rights to Street & Smith's Boys' Own Library (151 titles) for a period of years (Publishers Weekly No. 1688 : 4 June 1904 : Literary and Trade Notes). Under two years later it was announced that the Federal Book Company was closing out its publishing business (Publishers Weekly No. 1776 : 10 February 1906 : Business Notes).

Before describing the Federal Book Company's editions, however, mention must be made of the H. M. Caldwell Company of Boston. This firm published three of the Ellis works, namely "Check Number 2134," "The White Mustang" and "From Tent to White House." The firm was founded in April 1896, with Herbert M. Caldwell, formerly connected with Henry Altamus of Philadelphia, as its President (Publishers Weekly No. 1255 : 15 February 1896 : Personal Notes and No. 1263 : 11 April 1906 : Advertisement). The business was acquired by Dana Estes & Company in 1910 and, although thereafter the premises at 208-218 Sumner Street, Boston were shared, the two firms remained separate publishing entities. When Dana Estes & Company was acquired by The Dodge Publishing Company, 461 8th Avenue, New York (Publishers Weekly No. 2200 : 4 April 1914), the H. M. Caldwell Company was absorbed by The Page Company, 56 Beacon Street, Boston (Publishers Weekly No. 2199 : 28 March 1914) and the imprint was discontinued.

"Check Number 2134" has been found in no less than three different cover formats, namely:—

- (1) The front cover design shows a youth, with his hands in his pockets, walking with his dog. The book has an orange, green and black cover.
- (2) The front cover design is within a thick line bordered frame, measuring 4 2/5" x 6 3/5", and shows a youth sitting on a polka dot cushion and leaning against another pillow, which is between his neck and a tree trunk. He is reading a book. There is a house in the wooded background. The cover cloth is yellow.
- (3) The front cover design has a youth crouched awkwardly over the wheel of an early model motor car. This picture is in red, dark brown and buff

and the cover cloth is dark green. The title is in gold letters.

All three editions have the same spine design, which is a heavy ornament, shaped like a door knocker with a fancy floral top. The title and author's name, separated by a short rule, are at the top of the spine and the publisher's name at the foot, all the lettering being in black.

"The White Mustang" has been found with a format (2) cover and an off-white cloth. The title on the front cover and spine has been misprinted as "The Wild Mustang," but the title page is correct. "From Tent to White House" has been found with a format (3) cover and a slate blue cover cloth. On the front cover the title is abbreviated to "Tent to White House," but not on the spine.

The copy of the format (3) edition of "Check Number 2134" in the Rogers collection has advertisements of books published by Street & Smith bound in at the back. For long I suspected that the H. M. Caldwell Company was a branch of the New York firm but, having regard to the history of the Boston firm, I now believe that publication rights had been rented from Street & Smith. That theory is supported by the fact that, while the three titles appeared in the H. M. Caldwell Company catalogues for 1903-1904, 1904-1905 and 1905-1906 under the New Series of Famous Books for Boys (as included in the P.T.L.A.s for 1903, 1904 and 1905), they were absent from the catalogues for 1906-1907 through 1913-1914. My reason for saying that is rooted in the sale of the "Boys' Own Library" by Street & Smith to David McKay of Philadelphia in February 1906, on the grounds that the sale would have terminated any rental agreement between Street & Smith and H. M. Caldwell, unless it was an agreement for a fixed term of years, which McKay would have had to continue to honor.

Although it is outside the scope of this article, I cannot resist mentioning one other Caldwell edition, which has a special connection with Edward S. Ellis. Ellis was almost certainly the proprietor as well as the editor of "The Boys' Holiday," later "The Holiday," for which Edward Stratemeyer supplied one serial, "Jack the Inventor; or, The Trials and Triumphs of a Young Machinist," which began in Vol. III No. 66 (25 April 1891) and was unfinished when the paper folded with Vol. III No. 73 (3 June 1891). A complete serialization followed in "Good News" (Street & Smith) in 1892. The book editions had the title altered and the by-line changed to Arthur M. Winfield.

A Young Inventor's Pluck; or, The Mystery of the Willington Legacy.

The misfortunes of a young machinist, who loses his job, when the tool works where he is employed closes down, and his savings, when the associated bank fails. After a dismal sequence of woes, including an accusation of arson, a prison sentence, the theft of a valuable invention, a murderous assault and the eviction of his sister from their home, the hero's fortunes begin to change and, after a narrow escape from drowning, he is vindicated and placed on the high road to fortune.

The Caldwell edition is bound in a buff cloth, with an inlaid picture in colors of a football game, measuring $4\frac{1}{2}$ " x 3", including a heavy black line border, on the front cover. Above this picture there is a motif of sports equipment and below it the title in large gold letters. There is a dark green overall frame. The spine has the same ornament as that used on formats (1), (2), and (3) described above, with the title in gold letters below a monogram of the publishers, also in gold, at the top and the publisher's name in dark green letters at the foot. The dust wrapper reproduced the cover design of format (2).

"A Young Inventor's Pluck" appeared in the Caldwell catalogues as part

of the Best Books for Boys series from 1907 until the firm was discontinued as a separate publishing entity in 1914. Other editions of the work were published by The Saalfeld Publishing Company of Akron, Ohio.

Returning now to the Federal Book Company, it appears that that firm abandoned the Street & Smith policy of devoting a different format to each major author of works being published in the Boys' Own Library in favor of a more or less indiscriminate application of the designs. It is uncertain how many of the upwards of twenty different designs employed by Street & Smith were used by the Federal Book Company and, also, how many different designs were applied by the firm to each of the eight Ellis titles published. The best that can be done, therefore, is to describe the cover designs known to have been applied to Ellis titles together with the title or titles found bound up in the format.

- (a) The cover design used by Street & Smith for books by Ellis, with the lettering in chocolate brown except for the title at the top of the spine, which is in gold. The sky in the front cover rectangle is now yellow: From Tent to White House (dark green cover cloth); The Golden Rock (color of cover cloth not known); The Land of Mystery (dark green cover cloth); On the Trail of Geronimo (pale grey cover cloth).
- (b) The cover design depicts a cowboy, wearing suspenders and gum boots and holding a whip in his right hand, the top two-thirds of the body silhouetted against a vertical rectangle, containing barges on a stream. The lettering is dark green, with the author's name on both front cover and spine given a yellow background. The spine is plain except for the title at the top, the author's surname a third of the way down and the publisher's name at the foot: Check 2134 (pale grey cover cloth).
- (c) The cover design depicts a youth reading a book. He wears a striped suit and is seated at a desk, on which is a table lamp and two more books. Behind him is a partially filled bookcase. The design fills the top half of the front cover and is bordered by a thick black line frame, with round ornaments fitting into arc shaped cutouts at the four corners. On the spine there is a boy's head, with a ribbon frame flanked by hockey sticks below the title at the top and above the author's surname, which is itself above a football. The publisher's name is at the foot of the spine: "The Golden Rock" (dark green cover cloth); "The Land of Mystery" (dark green cover cloth); "The White Mustang" (an off-white cover cloth).

Federal Book Company editions of two titles, "Perils of the Jungle" and "Arthur Helmuth", have not yet come to light and three of the titles, "The Golden Rock", "The Land of Mystery" and "On the Trail of Geronimo" have only been found with Street & Smith remainder texts. The short life of the Federal Book Company leads me to think that some of the eight Ellis texts may not have required reprinting before the firm went out of business. The short life of the company also renders it likely that only a few of the titles were issued in more than one format.

The collapse of the Federal Book Company returned the Boys' Own Library to Street & Smith, who lost no time selling the publication rights to David McKay of Philadelphia (Publishers' Weekly No. 1778 : 24 February 1906 : Literary and Trade Notes). I suspect that Street & Smith had already decided to abandon serious cloth bound book publishing in June 1904 but, be that as it may, February 1906 marks the firm's final departure from that publishing field.

Three of the titles published by Street & Smith and the Federal Book Company in the Boys' Own Library were not reprinted by David McKay,

namely "The Land of Mystery" and "The Golden Rock" by Edward S. Ellis and "With Boer and Britisher" by William Murray Graydon. For some unknown reason, about which I have been unable to formulate any logical theory, the publication rights in the two Ellis titles appear to have been sold to Hurst & Company of New York instead of to David McKay. A complication was the discovery of a Street & Smith remainder text of "The Land of Mystery" bound up in a David McKay cover. In the absence of any McKay catalogue or advertisement reference to "The Land of Mystery," I am inclined to think that that particular text was passed to the Philadelphia publisher by Street & Smith in error. In the absence of any evidence to the contrary it must be surmised that "With Boer and Britisher" was never reprinted in cloth binding after the Federal Book Company went out of business; that would not have been altogether surprising seeing that the Boer War had long since ceased to be topical.

David McKay employed the same format policy as Street & Smith for the Boys' Own Library, even to casing the Ellis titles in an orange cover cloth and using only the cowboy with hands on hips format.

McKay introduced a number of new titles into the Boys' Own Library, but none by Ellis. All the six Ellis tales were still in print on 1 January 1928 but, at the time of writing, I have not been able to check beyond that date.

Hurst and Company of New York was founded in 1871 by Thomas D. Hurst and developed into one of the major cheap book producers in the U.S.A. prior to the First World War. The firm's connection with the Lovell complex is confined to four titles, of which two ("The Land of Mystery" and "The Golden Rock") have already been mentioned in connection with Street & Smith's sale of the Boys' Own Library to David McKay.

The other two titles were "In the Apache Country" and "The White Mustang," which Hurst reprinted in 1910, both books being uncopyrighted at the time. Why that should have been so, having regard to the ownership of the Boys' Own Library, in which both tales were being published at the time by David McKay, perplexes me. Anyway Edward S. Ellis took exception to the stories being reprinted under his real name instead of under the original pen name, Lieut. R. H. Jayne, and sued Thomas D. Hurst and Richard Hurst (Publishers Weekly No. 1988 : 5 March 1910). Ellis lost the case when the Court ruled that publishers need not preserve pseudonymity (Publishers Weekly No. 2031 : 31 December 1910). I am also mystified as to the reasons for Ellis bringing this action, but am hoping that further research will bring enlightenment.

Hurst also acquired one other work mentioned in this article, namely "Dewey and Other Naval Commanders" (Hovendon & Company), which Hurst reprinted as "Famous American Naval Commanders." In the period from 1905 until the First World War Hurst used at least a dozen different formats on Ellis books and used them more or less indiscriminately. Of the twelve known formats eight have been found applied to one or more of the five titles, with which we are now concerned, and so the best that I can do is to give thumbnail descriptions of those formats, at the same time indicating the titles involved against each one.

- (1) With a picture of a young footballer on both the spine and the front cover (ca. 1905)—"The Golden Rock."
- (2) With a picture of an ice hockey player stamped on both the spine and the front cover (ca. 1905)—"Famous American Naval Commanders."
- (3) With an acorn ornament on the spine and a picture of an oarsman and a

golfer stamped on the front cover: Sized 5" x 7½" (ca. 1915)—"The White Mustang."

- (4) With a boy wearing a cap and carrying a gun stamped on the spine and a picture of an eagle on a column between a footballer and a baseball player pasted on to the front cover (ca. 1909)—"The White Mustang."
- (5) With a boy wearing a cap and carrying a gun stamped on the spine and another picture of a boy with a gun and a dog pasted on to the front cover (ca. 1906)—"Famous American Naval Commanders," "The Golden Rock" and "The Land of Mystery."
- (6) With a young horseman twirling a lasso from the back of a galloping horse stamped on the spine and with a picture of an aging cowboy trying to stay on a bucking bronco stamped on the front cover (ca. 1909)—"The Golden Rock," "In the Apache Country," "The Land of Mystery" and "The White Mustang."
- (7) With a young horseman twirling a lasso from the back of a galloping horse stamped on the spine and with another picture of a young rider twirling a lasso from the back of a racing steed pasted on to the front cover (ca. 1911)—"Famous American Naval Commanders," "In the Apache Country," "The Land of Mystery" and "The White Mustang."
- (8) With a young horseman twirling a lasso from the back of a galloping horse stamped on the spine and with a picture of two redskins paddling a canoe against a background of a forested bluff (date uncertain)—"The Golden Rock."

That is the end of the publication pattern so far as Edward S. Ellis is concerned but, by way of footnote, I must mention two tales by Capt. C. B. Ashley. No proof of the true authorship of those two tales has been found, although the available evidence favors most Charles Austin Fosdick (Harry Castlemon) (1942-1915). The tales are mentioned here partly because W. C. Miller ("Dime Novel Authors: 1860-1890") credited Capt. C. B. Ashley to Ellis and partly because all the book editions fall within the gambit of the Munsey-Lovell Complex.

Luke Bennett's Hide-Out. A Story of the War. The adventures of a young gunboat officer, who gets lost while carrying despatches to General Sherman before Vicksburg during the American Civil War. The action is centered around attempts by Confederates to capture a party of Southern youths with Unionist leanings, who are hiding out in a swamp.

Gilbert the Trapper; or, The Heir in Buckskin. A none too well co-ordinated tale of lost identity and hidden treasure set on the Western frontier soon after the Custer massacre.

"Luke Bennett's Hide-Out" was published in paper wrappers as No. 9 of Munsey's Popular Series (April 1888), as No. 9 of the Leather Clad Tales (1 February 1890) and as No. 58 of the Medal Library (20 April 1900). Hardback editions are recorded in the catalogues of The John W. Lovell Company (1890), The National Book Company (1892) and Tait Sons & Company (1893).

"Gilbert the Trapper" was published in paper wrappers as No. 20 of Munsey's Popular Series (May 1889), as No. 2 of the Leather Clad Tales (20 May 1889) and as No. 48 of the Medal Library (9 February 1900). In addition to the same hardback editions as for "Luke Bennett's Hide-Out" this tale was also included in the catalogues of The International Book Company (apparently two different editions in 1894 and 1895), The American Publishers Corporation (1896 in the St. Nicholas Series for Boys and Girls), Street & Smith (two editions in the Boys' Own Library), The Federal Book Company (in the Boys' Own Library) and David McKay (in the Boys' Own Library).

The 1894 International Book Company edition was one of the St. Nicholas 12mos: the 12mos sold at 25c, whereas the St. Nicholas Series for Boys and Girls was a 50c book. No example or illustration of a St. Nicholas 12mo has been seen by the writer.

All that remains is to express my appreciation for the help of Mr. Stanley A. Pachon, who provided most of the foundation on which this survey was built. I am also indebted to the University of Minnesota Library which, many years back, provided details of their holdings of Ellis books, both in and outside of the famous Hess Collection; to the Library of Congress for checking the registration copies of Lovell's Detective Series and for providing a reproduction of the wrapper of No. 8; to Mrs. Virginia R. Hawley at The Western Reserve Historical Society in Cleveland for details of the Society's hybrid edition of the McKinley biography and for a reproduction of the wrapper of Medal Library No. 11; and finally to our editor, Mr. Edward T. LeBlanc, always ready with both encouragement and assistance.

Brady's People's Novelettes

Issued without numbering. Numbers used are in the sequence advertised.

- (1) Jack Mizzen; or, The Mysterious Cruiser, by An Old Salt.
- (2) Pierre, the Partisan. A Tale of the Mexican Marshes, by H. W. Herbert.
- (3) The Rival Adventurers; or, The Mysteries of the Mines, by Frederick Gerstaker
- (4) Jane Horton; or, A Wife's Martyrdom, by Jack Brace
- (5) Forecastle Yarns, by John Gould
- (6) The Flying Cloud. A Romance of New York Bay and the Chagres River, by Prof. J. H. Ingraham
- (7) Jolly Jack; or, Scenes at the Old Junk Shop. (Anonymous)
- (8) The Young Shipwright, by Malcolm J. Errym
- (9) The Life Raft, by Malcolm J. Errym
- (10) True Blue; or, Sharks upon Shore, by Malcolm J. Errym
- (11) Ben Ratcliffe, the Wrecker, by Malcolm J. Errym
- (12) The Incendiaries; or, The Haunted Manor, by Malcolm J. Errym
- (13) Violet Davenant, by Bayle St. John
- (14) Fast Life in London and Paris; or, The Adventures of the Marquis of Waterford. (Anonymous)
- (15) Ellen Maynard; or, The Death Wail of the Hawkshawes. (Anonymous)
- (16) Roderick, the Rover; or, The Spirit of the Wave, by Lt. Murray
- (17) The Pirate's Daughter. (Anonymous)
- (18) The Count's Niece. (Anonymous)
- (19) Fanny Campbell. (Anonymous)
- (20) The Naval Officer. (Anonymous)
- (21) The Queen of the Prairies. (Anonymous)
- (22) The Virgin Wife; or, The High and Low, by Greenhorn
- (23) Grace Willard; or, The High and Low, by Greenhorn
- (24) Alice Wade; or, The Seducer's Fearful Doom. (Anonymous)

Letters

Dear Ed:

I was reading Don DeNevi's recently-published book on **Western Train Robberies**, where I ran across an interesting example of life imitating fiction. In 1915 two minor bandits named Frank Ryan and Nola Anderson tried to hold up a Southern Pacific train, "The Owl." They were both soon caught,

and the judge asked each man what had made him a bandit:

"Bad companions and dime novels," answered Ryan. "Jesse James was my favorite hero. I used to read about him at school when us kids swapped dime novels. We played wild west games out in the prairie when we ran away from school."

"And what made you a bandit?" the judge asked Anderson.

"Dime novels and bad companions," was the answer. "I had a lot of 5-and-10 cent novels and I liked to read them. But I always wanted to be the hero and not the villain, although some of them has the robber for the hero. I always liked the Old Sleuth books and the Jesse James books, too. But more important I wanted money. I hung around tough dumps and fellows there pulled off jobs that got big wads of money. That's the way it started."

So there may have been some logic to parents who attempted to keep such literature out of their childrens' hands?

Sincerely, Kent L. Steckmesser

Dear Kent:

Reference is made to your letter of Aug. 21 concerning the quote from **Western Train Robberies**.

A whole book could be written on the subject of influence of reading on actions of individuals. In fact the battle is presently raging in the TV media concerning the effect of violence. TV Guide for Aug. 27, in an article "Hollywood Fights back," Frank Price, president of Universal Television, is quoted "You know that this kind of attack has generally taken place against whatever the popular entertainment form of the time was. It was true with regard to the comic books. They were going to destroy the population. It goes back to the movies, which were under attack in the '20's. The dime novels of the 1890's were attacked because children were reading about Western outlaws, and so they would all turn into them."

There were other incidences such as related by Frank Ryan and Nola Anderson. A Pennsylvania teenager attempted to rob a train Jesse James style and stated that he had read of such an incident in a dime novel. These and others like them started a crusade against dime novels which is still apparent in some libraries.

However there is another side. My father's formal education ended in the 7th grade. He was an avid dime novel reader as a youngster. He became very interested in history and became highly knowledgeable through his reading of more formal books. He attributed his desire for knowledge through his dime novel reading. Many successful business men attributed their success to early dime novel reading.

Sincerely, Eddie LeBlanc

Dear Mr. LeBlanc:

I wonder if you or any of your readers could help me with a piece of information.

The Dead Letter by Seeley Regester (Mrs. Victor). The earliest publication that I have been able to locate physically is in **Beadle's Monthly**, 1866. This is the earliest described by Johanssen, but in his descriptions he also refers to it as having been published two years earlier, 1864. The copyright notice (for what it is worth) says 1866.

Do you have any idea where this 1864 publication, if it exists, occurred? I haven't been able to locate any book publication, but perhaps there was an earlier periodical publication?

I would greatly appreciate any information. Thanks a lot.

Best regards, E. F. Bleiler

NEWS NOTE

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I certify that the statements made by
 me above are correct and complete.

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NOTE: I have the Alger item. Looking for the 2 Pa. Coal Mine items.

Golden Argosy: Vol. I, No. 31, 32, 33, 34, 35, 50, 51, 52

Vol. II, No. 13, 14

Vol. V, No. 1, 2, 3

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Vol. XIV, No. 501, 502, 503, 504, 505

Good News: Vol. III, No. 55, 56, 57, 58, 59, 60, 61, 62, 63, 64, 65, 66, 67, 68, 69, 70, 71, 72, 73, 74, 75, 76, 77 (this is April thru Sept., '91)

Vol. XV, No. 36 (May 16, 1897)

Army and Navy Weekly: Vol. I, Nos. 1, 2

American Boy Magazine: 1907, January, February, March, April, May, June '07

Bright Days: Vol. II, Nos. 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20. Oct. 10, 1896 thru Dec. 12, 1896, inclusive

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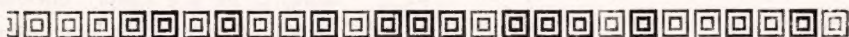
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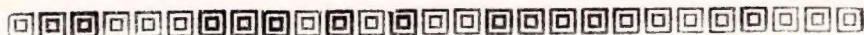
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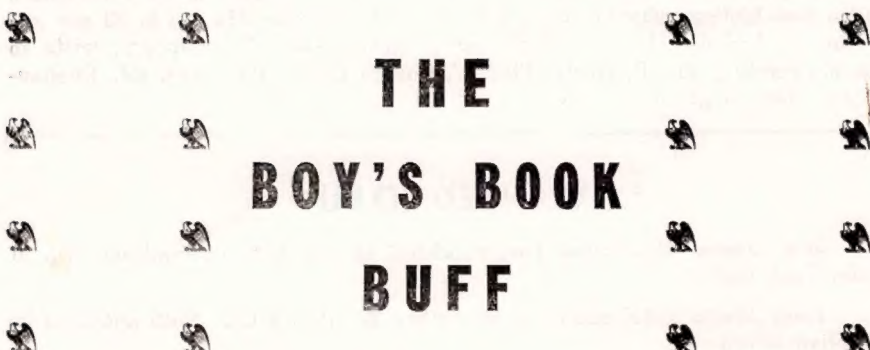
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